

ORDER



KSNV

Orders

Order / Rev:

107197

Alt Order #:

Product Desc:

October 2012 Campaign

Estimate:

Flight Dates:

10/05/12 - 10/28/12

Original Date / Rev:

09/27/12 / 10/04/12

Order Type:

GENERAL

Primary AE:

Kevin Goodell

Sales Office:

VEGS

Sales Region:

Local

Agency

Name:

Policy Communications

Buying Contact:

Billing Contact:

415 S. 6th St.

Las Vegas, NV 89101

Billing Type:

Cash

Billing Calendar:

Broadcast

Billing Cycle:

EOM/EOC

Agency Commission:

15%

Advertiser

Name:

Committee to Re-Elect Judge Adriana *Reused*

Demographic:

A25-54

Product Codes:

PLC12

Priority:

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

00:05:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	62	\$32,975.00	\$28,028.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	62	\$32,975.00	\$28,028.75	0.00
Totals	62	\$32,975.00	\$28,028.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kevin Goodell	VEGS	Local	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSNV	10/08/12	10/24/12	Today Show	CM	658a-9am	-----	:30	0	\$600.00	2	0.00	NM	7	\$4,200.00
				Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-W-F--		3				\$600.00		0.00			
		Week: 10/15/12	10/21/12	--T---		2				\$600.00		0.00			
		Week: 10/22/12	10/28/12	M-W----		2				\$600.00		0.00			
N 2	KSNV	10/17/12	10/24/12	FacetoFace/Ralston Rep	CM	730-758pm	-----	:30	0	\$450.00	2	0.00	NM	2	\$900.00
				Face to Face w/ J.Ralston											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W----		1				\$450.00		0.00			
		Week: 10/22/12	10/28/12	--W----		1				\$450.00		0.00			
N 3	KSNV	10/06/12	10/20/12	Sa-Su Early News	CM	5pm-630pm	-----	:30	0	\$450.00	2	0.00	NM	4	\$1,850.00
				Sa-Su Early News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1				\$450.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
	1	KSNV	10/01/12-10/07/12	Sa-Su Early News		5pm-630pm		-----Sa--		:30		(\$450.00)	0.00	NM	
				See MG 3.4,3.5											
				[PGM CHG= ND FOOTBALL]											
	4	KSNV	10/05/12-10/05/12	M-F 5-6a WakeUp w/Wagner 5-6a				-----F----		:30		\$450.00	0.00	NM	
				Ⓜ MG for 3.1,10.1											
	5	KSNV	10/05/12-10/05/12	The Tonight Show		1135p-1237a		-----F----		:30		\$500.00	0.00	NM	
				Ⓜ MG for 3.1,10.1											
		Week: 10/08/12	10/14/12	-----S-		1				\$450.00		0.00			
		Week: 10/15/12	10/21/12	-----S-		1				\$450.00		0.00			

Order / Rev: 107197
 Alt Order #:
 Flight Dates: 10/05/12 - 10/28/12

Advertiser: Committee to Re-Elect Judge Adriana E:
 Product Desc: October 2012 Campaign
 Estimate:
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	KSNV	10/14/12	10/28/12	News 3 Today - SUNDAY News 3 Today - SUN	CM	9am-930a	-----	:30	0	\$250.002		0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$250.00		0.00			
		Week: 10/15/12	10/21/12	-----S		1				\$250.00		0.00			
		Week: 10/22/12	10/28/12	-----S		1				\$250.00		0.00			
N 5	KSNV	10/11/12	10/25/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	-----	:30	0	\$450.002		0.00	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T---		1				\$450.00		0.00			
		Week: 10/15/12	10/21/12	M-W-F--		3				\$450.00		0.00			
		Week: 10/22/12	10/28/12	-T-T---		2				\$450.00		0.00			
N 6	KSNV	10/15/12	10/24/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	-----	:30	0	\$750.002		0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-W----		2				\$750.00		0.00			
		Week: 10/22/12	10/28/12	M-W----		2				\$750.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	KSNV	10/22/12-10/28/12	M-F Jeop/Wheel		630-730pm	M-W-----	:30		(\$750.00)		0.00	NM		
			See MG 6.5 [PGM CHG= NBC DEBATE]												
	5	KSNV	10/23/12-10/23/12	M-F Jeop/Wheel		630-730pm	-T-----	:30		\$750.00		0.00	NM		
			Ⓜ MG for 6.3 10/22												
N 7	KSNV	10/10/12	10/25/12	M-F Early News M-F Early News	CM	5-630p	-----	:30	0	\$900.002		0.00	NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WT---		2				\$900.00		0.00			
		Week: 10/15/12	10/21/12	--WT---		2				\$900.00		0.00			
		Week: 10/22/12	10/28/12	--WT---		2				\$900.00		0.00			
N 8	KSNV	10/08/12	10/23/12	Rachael Ray Rachael Ray	CM	11am-12pm	-----	:30	0	\$225.002		0.00	NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		2				\$225.00		0.00			
		Week: 10/15/12	10/21/12	MT-----		2				\$225.00		0.00			
		Week: 10/22/12	10/28/12	MT-----		2				\$225.00		0.00			
N 9	KSNV	10/18/12	10/18/12	Thurs PR 10-11p Thursday Prime 10-11pm	CM	10-11pm	-----	:30	0	\$2,100.002		0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---T---		1				\$2,100.00		0.00			
N 10	KSNV	10/07/12	10/28/12	Sunday Today Sunday Today	CM	7a-8am	-----	:30	0	\$500.002		0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1				\$500.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSNV	10/01/12-10/07/12	Sunday Today		7a-8am	-----Su	:30		(\$500.00)		0.00	NM		
			See MG 3.4,3.5 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE												
		Week: 10/08/12	10/14/12	-----S		1				\$500.00		0.00			
		Week: 10/15/12	10/21/12	-----		0				\$500.00		0.00			
		Week: 10/22/12	10/28/12	-----S		1				\$500.00		0.00			
N 11	KSNV	10/08/12	10/22/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-----	:30	0	\$775.002		0.00	NM	3	\$2,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1				\$775.00		0.00			
		Week: 10/15/12	10/21/12	M-----		1				\$775.00		0.00			
		Week: 10/22/12	10/28/12	M-----		1				\$775.00		0.00			
N 12	KSNV	10/09/12	10/24/12	Noon News Noon News	CM	12-1230pm	-----	:30	0	\$275.002		0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-T---		2				\$275.00		0.00			
		Week: 10/15/12	10/21/12	-T-T---		2				\$275.00		0.00			

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 Alt Order #:
 Flight Dates: 10/05/12 - 10/28/12

Advertiser: Committee to Re-Elect Judge Adriana E
 Product Desc: October 2012 Campaign
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 12	KSNV	10/09/12	10/24/12	Noon News Noon News	CM	12-1230pm	-----	:30	0	\$275.002		0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----		1				\$275.00		0.00			
N 13	KSNV	10/10/12	10/25/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-----	:30	0	\$225.002		0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----		1				\$225.00		0.00			
		Week: 10/15/12	10/21/12	M-W----		2				\$225.00		0.00			
		Week: 10/22/12	10/28/12	-T-T---		2				\$225.00		0.00			
N 14	KSNV	10/07/12	10/28/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----	:30	0	\$900.002		0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1				\$900.00		0.00			
		Week: 10/08/12	10/14/12	-----S		1				\$900.00		0.00			
		Week: 10/15/12	10/21/12	-----S		1				\$900.00		0.00			
		Week: 10/22/12	10/28/12	-----S		1				\$900.00		0.00			
N 15	KSNV	10/06/12	10/27/12	Saturday Today Saturday Today	CM	7a-9am	-----	:30	0	\$325.002		0.00	NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1				\$325.00		0.00			
		Week: 10/08/12	10/14/12	-----S-		1				\$325.00		0.00			
		Week: 10/15/12	10/21/12	-----S-		1				\$325.00		0.00			
		Week: 10/22/12	10/28/12	-----S-		1				\$325.00		0.00			
													Totals	62	\$32,975.00